

ORDER



Orders
Order / Rev: 201857
Alt Order #: 06846801
Product Desc: 8/25-8/30 BARACK OBAMA
Estimate: 1671
Flight Dates: 08/25/12 - 08/30/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P1
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	08/30/12	25	\$14,650.00	\$12,452.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$14,650.00	\$12,452.50	0.00
Totals	25	\$14,650.00	\$12,452.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	31%	\$14,650.00
Market	100%	\$47,258.06

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	20%	\$9,451.61
WTVZ	8%	\$3,780.65
WVBT	9%	\$4,253.23
WVEC	32%	\$15,122.58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/28/12	08/30/12	Today Show 2	CM	9a-10a	-TWT---	:30	8	\$350.00	P2	0.00	NM	8	\$2,800.00
TODAY SHOW 2 REVISE DAYS/DATES DUE MSD LOGS; CXL 2X DUE N/A REVISE DAYS/DATES DUE MSD LOGS; CXL 2X DUE N/A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWT---			8		\$350.00		0.00				
E 2	WAVY	08/28/12	08/30/12		CM	4p-5p	-TWT---	:30	8	\$250.00	P3	0.00	NM	8	\$2,000.00

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 WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p														
M-F 4-5p														
ANDERSON COOPER REVISE DAYS/DATES DUE MSD LOGS; CXL 2X DUE N/A														
REVISE DAYS/DATES DUE MSD LOGS; CXL 2X DUE N/A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---				8	\$250.00		0.00			
E 3	WAVY	08/28/12	08/30/12	Today Show M-F	CM	7a-9a -TWT---	:30	3	\$1,500.00	P1	0.00	NM	3	\$4,500.00
Today Show M-F														
TODAY SHOW REVISE DAYS/DATES DUE MSD LOGS; CXL 1X DUE N/A														
REVISE DAYS/DATES DUE MSD LOGS; CXL 1X DUE N/A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---				3	\$1,500.00		0.00			
E 4	WAVY	08/28/12	08/30/12	Late Night/Jimmy Fallon	CM	1237a-136a -TWT---	:30	3	\$150.00	P1	0.00	NM	3	\$450.00
Late Night w/Jimmy Fallon														
JIMMY FALLON REVISE DAYS/DATES DUE MSD LOGS; CXL 2X DUE N/A														
REVISE DAYS/DATES DUE MSD LOGS; CXL 2X DUE N/A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---				3	\$150.00		0.00			
E 5	WAVY	08/28/12	08/28/12	Tue Prime Other 1	CM	8p-10p -T-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
Tuesday 8-10p														
AMERICA'S GOT TALENT MKGD FROM LN'S 1-7														
MKGD FROM LN'S 1-7														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$3,000.00		0.00			
E 6	WAVY	08/29/12	08/29/12	Wed Hour 1	CM	758p-9p --W----	:30	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00
Wednesday 8-9p														
THE OFFICE/PARKS & RECREATION MKGD FROM LN'S 1-7														
MKGD FROM LN'S 1-7														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,400.00		0.00			
E 7	WAVY	08/28/12	08/30/12	Tonight Show/Jay Leno	CM	1134p-1237a -TWT---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Tonight Show w/Leno														
THE TONIGHT SHOW MKGD FROM LN'S 1-7														
MKGD FROM LN'S 1-7														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$500.00		0.00			
Totals													25	\$14,650.00